

**“THE RELATIONSHIP BETWEEN PERCEIVED VALUE, PERCEIVED QUALITY
AND PERCEIVED RISK TO ONLINE REPURCHASE INTENTION FOR APPARELS
PRODUCT IN KOTA KINABALU”**



**MASITAH ABDUL KASSIM
2014927930**

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration with Honours (Marketing)**

“DECLARATION OF ORIGINAL WORK”

FACULTY OF BUSINESS MANAGEMENT

**MASITAH BINTI ABDUL KASSIM, IC NUMBER: 930228-12-5362
UNIVERSITI TEKNOLOGI MARA**

SABAH

Hereby, declares that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.

DECEMBER 2016

- This project paper is the result of my independent work and investigation, except where otherwise states.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

ACKNOWLEDGEMENT

CHAPTER 1 INTRODUCTION

1.0 Background	1-3
1.1 Problem Statement	4-8
1.2 Definition of Terms	7-8
1.2.1 Perceived Value	7
1.2.2 Perceived Risk	7
1.2.3 Perceived Social Media	8
1.2.4 Purchase	8
1.2.5 Repurchase	8
1.3 Research Objectives	8
1.4 Research Questions	11
1.5 Scope of Study	13
1.6 Statement of Study	13
1.6.1 Future Researcher	14
1.6.2 Institution and Industry	14
1.7 Limitation	14

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allāh, the Most Gracious, the Most Merciful

I would like to express my sincere gratitude to all of the peoples who has participating in completing my Marketing Research Projects. I am really thankful and grateful to Allah for giving me strength and patience in completing my research.

Apart from that, this research would not complete without help, support and guided from my handsome and kind hearted advisor of this project paper, Sir Franklin Hazley Lai. Also not forgetting to the most beloved, Sir Cyril Supain for the continuous advices throughout this project.

Finally, once again, I would like to thank to all of the people who have been contribute in my research and helping me until the end of this research paper. I hope that this research project will give the benefits to all of us and also encourage all students to do more research project in the future.

Thank you.

3.1 Primary Data	28
3.1.1 Primary Data	28
3.1.2 Secondary Data	30
3.2 Research Design	30
3.2.1 Causal Research	30
3.3 Research Instrument	30
3.3.1 Questionnaire	30
3.3.2 Survey Method	30
3.4 Sampling	31
3.4.1 Population	31
3.4.2 Sampling Frame	31
3.4.3 Sample	32
3.5 Sampling Techniques	33
3.5.1 Convenience Sampling	33

TABLE OF CONTENT

CHAPTER 1

INTRODUCTION

1.0 Background of Study	1-3
1.1 Problem Statement	4-6
1.2 Definition of Term	7-8
1.2.1 Fraud	7
1.2.2 Perceived Value	7
1.2.3 Perceived Quality	7
1.2.4 Perceived Risk	8
1.2.5 Social Media	8
1.2.6 Purchase	8
1.2.7. Repurchase	8
1.3 Research Questions	9
1.4 Research Objective	10
1.5 Scope of Study,	11-
12	
1.6 Significant of Study	13
1.6.1 Consumer	13
1.6.2 Future Researcher	14
1.6.3 Institution and Industry	
1.7 Limitation of Study	15

CHAPTER 2

LITERATURE VIEW

2.1 Repurchase of Intention	16-18
2.2 Perceived Value	19-21
2.3 Perceived Quality	22-24
2.4 Perceived Risk	25-27
2.5 Proposed Research Framework	28
2.6 Proposed Research Hypotheses	28

CHAPTER 3

METHODOLOGY

3.1 Source of Data	29
3.1.1 Primary Data	29
3.1.2 Secondary Data	30
3.2 Research Design	30
3.2.1 Causal Research	30
3.3 Research Instrument	30
3.3.1 Questionnaire	30
3.3.2 Survey Method	30
3.4 Sampling	31
3.4.1 Population	31
3.4.2 Sampling Frame	31
3.4.3 Sample	32
3.5 Sampling Techniques	33
3.5.1. Convenience Sampling	33

CHAPTER 4	
DATA ANALYSIS AND FINDINGS	34
4.1 Frequency Distribution : Respondent's Profile	34
4.1.1 Gender	34
4.1.2 Age	35
4.1.3 Income Level	36
4.1.4 Race	37
4.2 Cross Tabulation	38
4.2.1 Cross Tabulation : Gender*Income Level	38
4.2.2 Descriptive Statistics : Univariate Data Analysis	39
4.3 Normality Test	40
4.4 Scale Measurement	41
4.4.1 Reliability Analysis	42
4.5 Hypothesis Testing	43
4.5.1 Multiple Analysis Regression	44-
46	
4.5.2 Correlation	47
CHAPTER 5	
5.1 Discussion	48-52
CHAPTER 6	
6.1 Conclusion	53-58
REFERENCES	59-62
APPENDIXS	63-70

CHAPTER 1

INTRODUCTION

This chapter begins with the background of the study, which will provides an overview of the online business industry on the social media. The online business which is consists of any social media. Next, the problem statement addresses the various issues and gaps identified in this study. Then followed by statement of research questions, research objectives, scope of study and significant of study.

1.0 Background of study

Since at the first of the Internet, individuals have shown interest to the Internet. According to Internet World Stats' statistics (2012) today more than two billion people associated with the Internet and this number shows that 30% of the total population use the Internet. Subsequently, the Internet can be utilized for the upper hand by associations and really it is an effective source to utilize (Hamill, 1997) and its been utilizing for a few different purposes. Other than that, it has also conveyed an alternate measurement to business activities. The Internet has made another business sector for both customers and organizations, and has been an option business sector to the traditional business sector. Web sites is one of the dominant services in the internet which is provide a chance to search information about products and services, place a comment or give orders (Hoffman and Novak, 1996).

Websites is one of the tools of social networking, social media is a medium to communicate with the buyer on the online business, sharing thoughts, collaborating and collabarating to make expressions, partners, plans of action and advancements develop and advance at bewildering speed in social media. (Antony M,2008). With a fast developing Internet user